



Watching the children of SDN Gondangdia 03 Pagi's performance , from right to left: Mr. Chris Rittgers-USDA, Representative from US Embassy, Matthew Krause-Land O'Lakes Inc, Mr.Suyadi-headmaster of SDN Gondangdia 03 pagi, HE Ralph Boyce, Dr. Widaninggar-Ministry of National Education



The headmaster of SDN Gondangdia 03 Pagi, Bapak Suyadi presented US Ambassador to Indonesia,HE Ralph Boyce, one of the student's drawing as a token of appreciation to the Ambassador's visit to the school



US Ambassador to Indonesia pictured with some elementary school children from SDN Gondangdia 03 Pagi who participated in the celebration



from left to right: Mr. Matthew Krause -Country Manager Land O'Lakes Inc, Mr. Suyadi-Headmaster of SDN Gondangdia 03 pagi, US Ambassador to Indonesia, HE Ralph Boyce, Dr. Widaninggar -Ministry of National Education.

THE AgVANTAGE

Linking U.S. Agriculture to the world



THE AgVANTAGE is provided to you as a service of the Foreign Agricultural Service (FAS) office in Jakarta. World-wide, FAS bears the primary responsibility for the United States Department of Agriculture's overseas activities -- market development, international trade agreements and negotiations, and the collection and analysis of statistics and market information. It also administers USDA's export credit guarantee and food aid programs, and helps increase income and food availability in developing nations by mobilizing expertise for agriculturally led economic growth.

If you have questions and/or comments on what type of activities or programs are available in Indonesia, you can contact the follow offices:

U.S. Agricultural Affair Office (AAO)
Phone: (021) 34359161 - 34359168
Fax: (021) 34359920
Email: fasjkt@cbn.net.id

U.S. Agricultural Trade Office (ATO)
Phone: (021) 5262850 Ext. 4001-4006
Fax: (021) 5711251
Email: atojkt@cbn.net.id

Website:
www.usembassyjakarta.org/fas

Inside :

- *Event News: Make Your Plans Now to Attend the 2004 International Poultry Exposition*
- *Subscribe to a FREE, on-line, bi-weekly USDA-FAS Buyer Alerts Newsletter!*

AgNews:

- *US Beef Lobby Group creates Cheeseburger Fries*
- *Report details global food consumption patterns*
- *The U.S. Soy Market*
- *Education Program for Food Distributor and Retail Industry*

Upcoming Events:
Mark Your 2003 Agenda



World School Milk Day -- U.S. Ambassador to Indonesia Mr. **Ralph Boyce** visited Gondangdia 03 Pagi Elementary School, Central Jakarta (10/07) in conjunction of Program Susu UKS and World School Milk Day Celebration. '**Program Susu UKS**' is a **United States Department of Agriculture** funded Indonesian School Feeding Program, managed and implemented by the Ministry of National Education (UKS) and Land O'Lakes Indonesia

Interim Final Rules Issued to Enhance Security of the U.S. Food Supply

HHS Secretary Tommy G. Thompson announced the issuance of two Food and Drug Administration regulations that will bolster the safety and security of America's food supply. The new regulations will enable better targeted efforts to monitor and inspect imported foods and will allow quick identification and notification of food processors and other establishments involved in any deliberate or accidental contamination of food.

"By requiring advance notice for imported food shipments and registering domestic and foreign food facilities, we are providing critical new tools for the FDA to identify potentially dangerous foods and better keep our food supply safe and secure," Secretary

Thompson said. "These new requirements represent the latest steps in our ongoing efforts to respond to new threats and improve the safety of all the foods that we eat in this country."

The two new regulations will implement key provisions of the Public Health Security and Bioterrorism Preparedness and Response Act of 2002, which provided FDA new authority to protect the nation's food supply against actual or threatened terrorist acts and other food-related emergencies.

The first regulation requires food importers to provide the FDA with advance notice of human and animal food shipments imported or offered for import on or after Dec. 12, 2003. This will allow FDA to know,

to page 2....

'Program Susu UKS' in Recognition of World School Milk Day

On October 7, 2003, Land O'Lakes Indonesia organized and hosted a **Program Susu UKS** event in recognition of World School Milk Day. The event was held at Gondangdia Elementary School in central Jakarta. The purpose of the event was to recognize World School Milk Day in Indonesia. In over 30 countries worldwide, World School Milk Day events were held to promote and highlight the positive benefits of nutritious milk consumption by school age children.

Attended by U.S. Ambassador to Indonesia **Ralph Boyce** and the Program Susu UKS and Biscuit UKS stakeholders, this event highlighted how U.S. and Indonesian Government officials partner with the private business sector, Indonesian community

based groups, teachers and headmasters to improve the nutritional status of school age children.

Program SUSU UKS is a United States Department of Agriculture funded Indonesian School Feeding Program providing over 560,000 elementary school children in 3000 schools from 73 districts fortified milk or biscuits three times weekly throughout the school year. Program Susu UKS is managed and implemented by the Ministry of National Education (UKS) and Land O'Lakes Indonesia. The key stakeholders include three local dairy/food processors -- PT Ultrajaya, PT Greenfields and PT Prima Aneka Berjaya, six locally based Indonesian NGOs and over 20,000 school headmasters and teachers.



United States Department of Agriculture
Foreign Agricultural Trade Office
Wisma Metropolitan II, 3rd Floor
Jl. Jend. Sudirman Kav. 29-31
Jakarta 12920, INDONESIA



Interim Final Result ...

in advance, when specific food shipments will be arriving at U.S. ports of entry and what those shipments will contain. This advance information will allow the FDA, working with U.S. Customs and Border Protection (CBP), to more effectively target inspections and ensure the safety of imported foods. The FDA expects to receive about 25,000 notifications about incoming shipments each day.

The second regulation requires domestic and foreign food facilities that manufacture, process, pack or hold food for human or animal consumption in the United States to register with the agency by Dec. 12, 2003. As a result, FDA will have for the first time a complete roster of foreign and domestic food facilities. The requirements will enable the FDA to quickly identify and locate affected food processors and other establishments in the event of deliberate or accidental contamination of food. The FDA expects about 420,000 facilities to register under this requirement.

The FDA worked closely with CBP to ensure the new regulations promote a coordinated strategy for border protection.

Under the prior notice regulation, prior notice of imported foods must be received and confirmed electronically by FDA no more than five days before its arrival and no fewer than:

- two hours before arrival by land via road;
- four hours before arrival by air or by land via rail; or
- eight hours before arrival by water.

In addition, for international mail shipments, notifications must be made before the shipment is mailed. Also, when an individual carries or otherwise transports foods subject to the new requirement, advance notice of two, four or eight hours is required — depending on the mode of transportation. The food must also be accompanied by confirmation of receipt for FDA review.

The regulation's timeframes reflect the FDA's work, in collaboration with other agencies, to reduce substantially the required

time for advance notice to minimize unnecessary costs. For example, the proposed rule issued earlier this year would have required that importers give notice by noon the day before the arrival of a shipment of food into the United States for all modes of transportation, including by land by road. The final regulation requires only two hours notice before arrival of food by land by road and could be reduced further in the future as part of



FDA-CBP plan to coordinate border-management activities more efficiently.

The advance notice to the FDA may be submitted electronically in most circumstances using Customs' existing ABI/ACS system, making it easier for importers to comply with the new law. In addition, the FDA will operate a new Prior Notice System Interface that can receive such notifications.

The second regulation requires the owner, operator, or agent in charge of a domestic or foreign food facility to register with FDA, providing information about the name and address of each facility at which, and all trade names under which, the registrant conducts business, and information about certain categories of food the facility produces. For a foreign facility, the registration must include the name of the U.S. agent for the facility.

Except for specific exemptions, the registration requirements apply to all facilities that manufacture, process, pack or hold food regulated by FDA, including animal feed, dietary supplements, infant formula, beverages (including alcoholic beverages) and food additives.

Registration would not be required for private residences of individuals; certain food transport vehicles; facilities that manufacture food contact substances and pesticides; farms; restaurants; other retail food establishments; nonprofit food establishments in which food is prepared for or served directly to the consumer; non-processing fishing vessels; and facilities (such as meat and poultry slaughterhouses) that are regulated exclusively by the U.S. Department of Agriculture. Also exempt are foreign facilities if the food from the facility is to undergo further processing or packaging by another facility before it is exported to the U.S.

The registration may be submitted electronically, via the Internet, or by paper through surface mail or by fax. Registrations may also be submitted on CD-ROM by mail. The FDA will be able to accept electronic registration from anywhere in the world 24 hours

a day, 7 days a week, beginning Oct. 16. Filling out registration online should take about 15 minutes if a facility has its paperwork ready. A registering facility will receive confirmation of electronic registration and its registration number instantaneously once all the required fields on the registration screen are filled in. There is no fee associated with registration.

The rules take effect Dec. 12, 2003, in accordance with the Bioterrorism Act. To assure that the regulations can be implemented efficiently and with minimal disruption, FDA intends to exercise broad enforcement discretion for the prior notice rule for the first four months after implementation. During this time, FDA and CBP will educate importers about how they can comply with the regulations, and will work with trade associations and foreign governments to make sure all importers are well informed of the new requirements. Thereafter, FDA will phase in full implementation of the prior notice requirements.

The regulations are available at <http://www.cfsan.fda.gov/>. Source: (FDA Press Office, Oct 9,03)

AG*NEWS

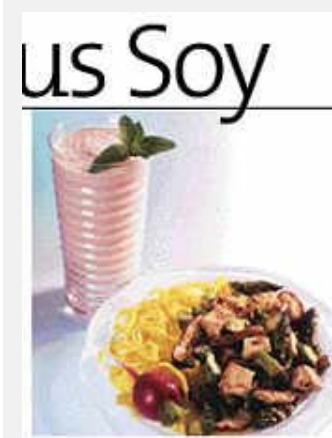
US Beef Lobby Group Creates Cheeseburger Fries

The ubiquity of chicken strips has prompted an American beef group to try to turn beef into a popular appetiser ingredient. Capitalising on Americans' love for both the cheeseburger and French fry, the group's researchers have come up with the concept of cheeseburger fries. The high-fat creation from the National Cattlemen's Beef Association, moulds stubs of ground beef and cheese, and then breads and deep fries them. The stumpy little snacks are then served up with a variety of dipping sauces. Cheeseburger fries have found their way onto menus in several US states including Nebraska, Minnesota and Texas since June. **29 Sep 2003. Source: Philip Fine**

Report details global food consumption patterns

A new USDA report analyzes expenditures on major consumption categories including food and different food subcategories across 114 countries. It also presents estimated expenditure responsiveness or elasticities with price and income changes for each of the major consumption categories and food subcategories for individual countries in the study. In the past two decades, average per capita incomes have increased around the world, more than doubling in many countries. In addition, the world population is expected to grow by more than one billion people in the next decade, most of whom will reside in low and middle-income countries. This growth in population, combined with rising income levels in developing countries, is expected to increase and change the composition of global food demand over the next couple of decades. For more information, see <http://www.usda.gov>

The U.S. Soy Market



The market for soy foods and beverages has experienced significant growth over the past several years, as evidenced by the 15 percent growth in sales from \$2.77 billion in 2000 to \$3.2 billion in 2001. And, 2002 sales grew a further 10 percent to just over \$3.5 billion.

The movement of soy products into the mainstream has been driven by several factors: the entry of large manufacturers, flavor improvements over soy's traditional beany taste, and more awareness of soy's healthy attributes.

Soy's mainstream success began with veggie burgers, which now have improved taste and are available in more varieties. Soy beverages are also very popular, with soymilk alone holding a 17% share of the soy category. White Wave

available in more varieties. Soy beverages are also very popular, with soymilk alone holding a 17% share of the soy category. White Wave

Upcoming Events

Dairy-Deli-Bake 2004 Seminar and Expo in Washington, DC, June 6-8

The International Dairy-Deli-Bakery Association's™ (IDDBA) seminar and expo, **Dairy-Deli-Bake 2004, will be held in Washington, DC, June 6-8.** Retail buyers, merchandisers, brokers, distributors, and manufacturers will come from all over the world for this buying and educational event. The IDDBA's **unique Show & Sell Center (a 10,000 plus square foot model store)** is the heartbeat of the expo. This retail merchandising theater picks one theme each year and shows how to execute it in a dozen or more ways. The ideas generated provide retailers and manufacturers with hundreds of ways to create exciting displays and meal concepts. IDDBA sponsors a **Cake Decorating Challenge** as part of the show. Each year, IDDBA introduces initial findings from the association's annual **original consumer research**, which is published later in the year. First-hand information on **trends and issues facing the industry** are another important part of the seminar agenda along with breakout workshops on specific dairy, deli, and bakery topics. New products will be featured in a central display in the lobby outside the exhibit hall, in a special listing in the program and directory, and in a new product brochure. For information on attending Dairy-Deli-Bake 2004, call IDDBA at 608-238-7908 or visit the IDDBA Web site, www.iddba.org.

Silk (owned by Dean Foods), is the most popular brand, available in flavors such as vanilla, chocolate and coffee. Other new soy beverages include soy juices such as Soy Juicy! by Ardmore Farms in flavors such as: Berry Breeze (soymilk with strawberry, raspberry and orange) and Peach Dream (soymilk with peach and white grape). And there's even a soy vodka from 3 Vodka Distilling Company.

The U.S. Food & Drug Administration's ruling in 1999 that soy protein consumption is linked to reduced risk of coronary heart disease has generated increased consumer awareness of soy.

Soy's popularity will continue to grow as more consumers look for health alternatives. Other new soy products coming up the pipeline include smoothies, soy pizza, breakfast cereals and energy bars.

A Week Long Education Program for Food Distributor and Retail Industry

Cornell University proposes to conduct a week long residential program in Hyderabad, India from the 25th January through 31st January 2004 aimed at preparing middle and senior Executives of the food retail sector, from the supermarkets, hypermarkets and various forms of retailing, brand distributors, supply-chain managers and functional managers, engaged with the food distribution and retail industry.

The program will focus on several components of food distribution and retailing such as supply chain management, logistics, customer relations management, brand management, supermarket organization, category management, emerging systems and practices in the food retail sector.

There will be several hands-on simulation based exercises for the groups of participants to encounter live experiences. The course will be conducted by globally recognized and renowned Faculty from Cornell and by other visiting speakers. The program will have participation from the South Asia and South East Asia, there by providing excellent cross-country learning experience.

Cornell University based in New York is recognized as the best and the first in imparting food related education, research capability and policy support. Cornell has presence all over the world in building capacity for the food industry.

USDA-FAS Buyer Alerts

Sign up at www.usda.buyeralerts.com to receive a **free** USDA-FAS Buyer Alerts Newsletter, e-mailed to you every two weeks. The USDA-FAS Buyer Alerts program provides information on qualified U.S. suppliers of food, farm, seafood, and forest products. This website enables importers and buyers to browse for new products and suppliers. Each edition provides notices that include product description, company name, and contact information. For more information on FAS programs for international buyers, visit "Buying U.S. Products" at www.fas.usda.gov/buying.html.

SNAXPO 2004

Global Show for the Snack Industry
March 20-23, 2004 Pennsylvania Convention Centre
in the Heartland of the Snack Food Industry, Philadelphia, Pa.

UPCOMING FANCY FOOD SHOWS

The Marketplace for the Specialty Food Business!

Recent Fancy Food Shows have attracted from 19,000 to 32,000 attendees from specialty food, wine, gift and department stores, supermarkets, restaurants, mail-order and other related businesses.

These attendees come to see over a thousand exhibitors from around the world, presenting over 50,000 specialty foods to discover and sample.



Winter 2004 • San Francisco
January 18-20, 2004 -
Moscone Center



Spring 2004 • Chicago
May 2-4, 2004 -
McCormick Place



Summer 2004 • New York
June 27-29, 2004 -
Javits Center



Make Your Plans Now to Attend the
2004 International Poultry Exposition

Mark Jan. 28-30, 2004, on your calendar today because you will not want to miss the next International Poultry Exposition. The show is being held at the Georgia World Congress Center in Atlanta, Ga., and promises to be an exciting and beneficial show for individuals involved in the poultry and egg industry. The event is sponsored by the U.S. Poultry & Egg Association. The International Poultry Exposition plays a pivotal role in providing a venue for the industry to come together, network, and grow.

Attendees should preregister in order to save money and avoid long registration lines. Preregistration for the show can be completed on USPOULTRY's Web site: www.poultryegg.org. The deadline for all preregistration is Jan. 2, 2004. The registration fee includes access



The show covers 36 acres of indoor floor space.



Check out the latest products and services.



Get answers to your questions.

2003 International Poultry Exposition in Review